25th Edition

Newspaper and Newsprint Facts at a Glance 1982-83

Newsprint Information Committee
420 Lexington Avenue, New York, N.Y. 10017

BOWATER CANADIAN
B.C. FOREST PRODUCTS
CONSOLIDATED-BATHURST
CROWN ZELLERBACH CANADA
GREAT LAKES
MACLAREN
MACMILLAN BLOEDEL
ROTHESAY PAPER

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To The Reader:

The Canadian newsprint producers who make up the Newsprint Information Committee are pleased to bring you this, the twenty-fifth annual edition of Newspaper and Newsprint Facts at a Glance.

We hope you will find this compendium of information about the newspaper and newsprint industries useful.

We have tried each year to include additional information that we feel will be helpful to you. If you have any suggestions concerning material you think we ought to include, we would welcome them.

A list of the Canadian newsprint producers constituting the Newsprint Information Committee appears on the following page.

THE NEWSPRINT INFORMATION COMMITTEE

Members of the Newsprint Information Committee and their service representatives in the United States:

Bowater Canadian Limited
Bowater Sales Co.

British Columbia Forest Products Ltd.
Crofton Paper Company, Inc.

Consolidated-Bathurst Inc.
Consolidated Newsprint, Inc.

Crown Zellerbach Canada Ltd.
Crown Zellerbach Corp.

Great Lakes Forest Products Limited
Lake Superior Newsprint Co.

Maclaren Forest Products Inc.
James Maclaren Industries Inc.

MacMillan Bloedel Limited
Powell River-Alberni Sales Corp.

Rothesay Paper Limited
Rothesay Newsprint Sales

NEWSPRINT INFORMATION COMMITTEE
420 Lexington Avenue, New York, NY 10017
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1983 NEWSPRINT CAPACITY BY PRODUCERS

Canadian Mills	1983 Capacity in Metric Tons*	
Abitibi-Price Inc. (Group Total)		1,898,000
Alma, Que	268,000	
Beaupre, Que	93,000	
Chandler, Que	214,000	
Fort William, Ont	115,000	
Grand Falls, Nfld	247,000	
Iroquois Falls, Ont	290,000	
Kenogami, Que	106,000	
Pine Falls, Man	162,000	
Sault Ste. Marie, Ont	60,000	
Stephenville, Nfld	134,000	
Thunder Bay, Ont	149,000	
Boise Cascade Canada Ltd.		
Kenora, Ont		239,000
Bowater Canadian Limited (Group Total)		459,000
Corner Brook, Nfld	294,000	
Liverpool, N.S. (Mersey)	165,000	
British Columbia Forest Products Ltd.		
Crofton, B.C.		437,000
CIP Inc. (Group Total)		1,092,000
Dalhousie, N.B.	322,000	
Gatineau, Que	495,000	
Trois-Rivieres, Que	275,000	
Consolidated-Bathurst Inc. (Group Total)		917,000
Grand' Mere, Que	201,000	
Port Alfred, Que	306,000	
Shawinigan Falls, Que	346,000	
Trois-Rivieres, Que	64,000	
Crown Zellerbach Canada Ltd.		
Elk Falls, B.C.		417,000
Domtar Inc. (Group Total)		271,000
Dolbeau, Que	140,000	
Donnacona, Que	66,000	
Red Rock, Ont	65,000	

*Preliminary

Canadian Mills (cont.)	1983 Capacity in Metric Tons*	
Donohue Inc. (Group Total)		379,000
Amos, Que.	143,000	
Clermont, Que.	236,000	
Great Lakes Forest Products Ltd.		
Thunder Bay, Ont.		397,000
Kruger Inc. (Group Total)		475,000
Bromptonville, Que.	190,000	
Trois-Rivieres, Que.	285,000	
James Maclaren Industries Inc.		
Buckingham, Que.		163,000
MacMillan Bloedel Ltd. (Group Total)		962,000
Port Alberni, B.C.	370,000	
Powell River, B.C.	592,000	
Nova Scotia Forest Industries Ltd.		
Port Hawkesbury, N.S.		153,000
Ontario Paper Co. Ltd. (Group Total)		671,000
Thorold, Ont.	270,000	
Q.N.S. Paper Co. Ltd.		
Baie Comeau, Que.	401,000	
Reed Inc., Quebec, Que.		325,000
Rothesay Paper Ltd.		
St. John, N.B.		319,000
St. Raymond Paper Ltd.		
St. Raymond, Que.		40,000
F. F. Soucy Inc., Riviere-du-Loup, Que.		166,000
Spruce Falls Power & Paper Co. Ltd.		
Kapuskasing, Ont.		320,000
TOTAL CANADIAN CAPACITY		10,100,000

*Preliminary
Source: Canadian Pulp & Paper Assoc.

United States Mills	1983 Capacity in Metric Tons
Augusta Newsprint Co., Augusta, GA	158,000
Bear Island Paper Co., Doswell, VA.	165,000
Boise Cascade Corp., Steilacoom, WA.	168,000
Boise Southern Co., DeRidder, LA.	299,000

United States Mills (cont.)	1983 Capacity in Metric Tons	
Bowater Southern Paper Corp.		
Calhoun, TN		604,000
Catawba Newsprint Co., Catawba, SC		205,000
Crown Zellerbach Corp. (Group Total)		139,000
Port Angeles, WA	18,000	
Wauna, OR	121,000	
FSC Paper Corp. Alsip, IL		101,000
Garden State Paper Co., Inc. (Group Total)		307,000
Garfield, NJ	189,000	
Pomona, CA	118,000	
Great Northern Paper Co.		
E. Millinocket, ME		295,000
Inland Empire Paper Co., Millwood, WA		60,000
International Paper Co. (Group Total)		280,000
Mobile, AL	110,000	
Pine Bluff, AR	170,000	
Kimberly-Clark Corp., Coosa River Newsprint Div.		
Coosa Pines, AL		381,000
Manistique Papers, Inc.		
Manistique, MI		30,000
North Pacific Paper Co., Longview, WA		399,000
Publishers Paper Co. (Group Total)		530,000
Newberg, OR	319,000	
Oregon City, OR	211,000	
St. Regis Paper Co., Newsprint Div. (Group Total)		736,000
Lufkin, TX	315,000	
Sheldon, TX	421,000	
Southeast Paper Manufacturing Co., Dublin, GA		186,000
Southwest Forest Industries, Inc.		
Snowflake, AZ		249,000
TOTAL U.S. CAPACITY		5,292,000

Source: American Paper Institute and
American Newspaper Publishers Assn.

CANADA LEADS WORLD IN NEWSPRINT PRODUCTION

Source: CPPA

1982
Production, 000's*

Nation	Metric Tons	Percent of Total
Canada	8,117	32.2
United States	4,574	18.1
Japan	2,570	10.2
U.S.S.R.	1,355	5.4
Sweden	1,335	5.3
Finland	1,298	5.2
Norway	666	2.6
West Germany	541	2.1
South Africa	364	1.4
Australia	362	1.4

*Estimated
Total World Production (1982 Est.)—25,212,000 metric tons
(Total includes Peoples' Republic of China.)

U.S. IS WORLD'S LEADING CONSUMER OF NEWSPRINT

Source: CPPA

1982
Consumption, 000's*

Nation	Metric Tons	Percent of Total
United States	10,115	40.6
Japan	2,620	10.5
Britain	1,283	5.2
West Germany	1,084	4.4
U.S.S.R.	1,068	4.3
Canada	934	3.8
France	581	2.3
Australia	546	2.2
Netherlands	366	1.5
Sweden	308	1.2
Italy	300	1.2

*Estimated
Total World Demand (1982 Est.)—24,913,000 metric tons
(Total includes Peoples' Republic of China.)

THE PRICE OF NEWSPRINT—1932–1982*

Short Tons		Short Tons	
1932	$ 48.33	1958	$134.00
1933	41.25	1959	134.00
1934	40.00	1960	134.00
1935	40.00	1961	134.00
1936	41.00	1962	134.00
1937	42.50	1963	134.00
1938	50.00	1964	134.00
1939	50.00	1965	134.00
1940	50.00	1966	136.92
1941	50.00	1967	140.50
1942	50.00	1968	142.00
1943	54.66	1969	147.00
1944	58.00	1970	152.00
1945	60.25	1971	157.33
1946	72.25	1972	164.58
1947	88.50	1973	175.00
1948	97.67	1974	210.00
1949	100.00	1975	260.00
1950	101.00	1976	282.50
1951	111.00	1977	302.50
1952	121.00	1978	320.00
1953	126.00		
1954	126.00	**Metric Tons**	
1955	126.00	1979	$386.11
1956	130.00	1980	436.50
1957	133.00	1981	482.50
		1982	495.00

*Annual average contract price per ton delivered at New York City. Prices through 1973 are for 32-lb. paper; thereafter for 30-lb. One metric ton equals 1.1023 short tons.

NEWSPRINT AS AN ELEMENT OF TOTAL PUBLISHING COST

Typical dailies	1981	1982
Daily of 750,000 circulation	32.9%	28.7%
Daily of 250,000 circulation	30.0%	28.6%
Daily of 50,000 circulation	26.5%	26.9%
Daily of 9,000 circulation	15.8%	15.9%

(85% of all dailies have less than 50,000 circulation)

U.S. NEWSPRINT CONSUMPTION

1952-1982

Year	Short Tons (Thousands)	Year	Short Tons (Thousands)
1952	5,614	1969	9,239
1953	5,759	1970	9,117
1954	5,778	1971	9,248
1955	6,223	1972	9,938
1956	6,468	1973	10,195
1957	6,436	1974	10,102
1958	6,229	1975	9,172
1959	6,704	1976	9,577
1960	6,962	1977	10,228
1961	6,919	1978	10,878
1962	7,018		
1963	7,075		Metric Tons
1964	7,539	Year	(Thousands)
1965	8,016	1979	10,197
1966	8,580	1980	10,088
1967	8,660	1981	10,164
1968	8,744	1982	10,115

Source: ANPA

Note: Tonnage for years prior to 1974 has been recalculated to a 30-pound basis for comparative purposes.
To convert short tons to metric tons, divide short tons by 1.1023.

NEWSPRINT MISCELLANY

Basis Weight/Grammage

The weight in pounds of a ream (500 sheets) of newsprint 24 by 36 inches (equal to 3,000 square feet) is its basis weight. Virtually all U.S. and Canadian newsprint capacity is on a nominal 30-lb. basis weight standard. In metric terms, this is expressed as grammage, or the weight in grams of one sheet of newsprint measuring one square meter. Thus a 30-lb. basis weight is equivalent to a grammage of 48.8 (more frequently expressed as 48.8 g/m^2).

Basis weight/grammage conversion tables appear on page 27.

Offset Newspapers

ANPA reports that 1,403 of the nation's 1,772 daily newspapers were printed by offset in 1981. They represented 79.2 percent of the total number of U.S. dailies and 53.4 percent of total circulation. (1982 figures were not available at press time.)

Newsprint Storage

ANPA/RI recommends storing newsprint at a temperature of 60° to 70° F. Newsprin' that has been in transit under frigid conditions should be kept in a warm storage room several weeks before it is used on press.

Unwound newsprint gives up or takes on moisture in seconds; therefore, says ANPA/RI, most experts recommend that the pressroom environment be maintained at 45 percent relative humidity. Many newspapers have humidity control devices in their pressroom air handling systems or supplemental humidity units operating in the pressroom areas. Proper humidity conditions definitely aid runability.

Newsprint and Environment

Wood for newsprint is a renewable natural resource. In Canada, it comes from nearly a million square miles of forest, 80 percent owned by the public. Wood is harvested in accordance with rules laid down by the provincial governments.

The forests are managed so as to give perpetual yield. The annual cut is far less than annual growth. Thus the current wood supply can be maintained in perpetuity. Mature trees left unharvested fall prey to fire, insects, disease, and decay.

Canadian mills are involved in a costly long-term anti-pollution program. Meanwhile, both government and industry researchers continue to seek improved methods of waste disposal.

Almost three million tons of old newspapers are collected annually in the U.S. for recycling in the U.S. and overseas. They go into such products as paperboard, wallboard, insulation and more than a million tons of reprocessed newsprint.

NORTH AMERICAN NEWSPRINT
CAPACITY, PRODUCTION, CONSUMPTION, SOURCES OF SUPPLY

Sources: ANPA, Canadian Pulp & Paper Assn., API

	1983 Metric Tons	1982 Metric Tons	1973 Metric Tons	1963 Metric Tons
CAPACITY				
U.S. Mills	5,292,000	5,192,000	3,226,889	2,232,605
Canadian Mills	10,100,000*	9,935,000	9,371,315	7,748,765
	15,392,000	15,127,000	12,598,204	9,981,370
PRODUCTION				
U.S. Mills	NOT AVAILABLE	4,574,000	3,112,583	1,995,827
Canadian Mills		8,117,000	8,292,080**	6,241,495
		12,691,000	11,404,663**	8,237,322
U.S. CONSUMPTION				
By all Users		10,115,000	9,529,166	6,496,417
By Daily & Sunday Newspapers		7,607,458***	8,004,173	6,007,439
% of total consumption		75.2%***	84.0%	92.5%
U.S. SOURCES OF SUPPLY				
From Canada		56.7%	65.3%	69.8%
From U.S.		42.9%	32.7%	28.7%
From Overseas		0.4%	2.0%	1.5%

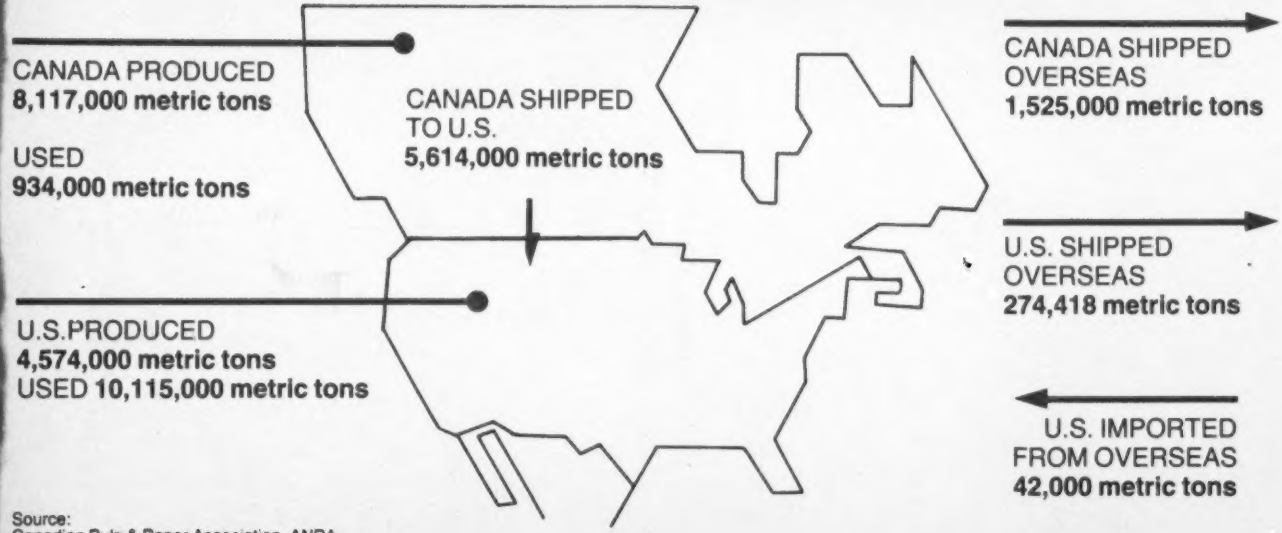
*Preliminary

**Affected by mill strikes

***See footnote, page 15

To convert metric tons to short tons, multiply by 1.1023.

FLOW OF NORTH AMERICAN NEWSPRINT, 1982



Source:
Canadian Pulp & Paper Association, ANPA

LARGEST U.S. DAILIES

Circulation*		1982 Newsprint Usage** (Metric Tons)
1,925,722	The Wall Street Journal (m)	145,963
1,544,101	New York Daily News (m)	179,721
1,052,637	Los Angeles Times (m)	356,897
960,120	New York Post (all day)	68,040
905,675	The New York Times (m)	282,137
758,255	Chicago Tribune (all day)	181,987
726,009	The Washington Post (m)	198,585
651,579	Chicago Sun-Times (m)	93,565
642,531	The Detroit News (all day)	103,000
631,989	Detroit Free Press (m)	77,800

*ABC FAS-FAX figures as of September 30, 1982. Source: Audit Bureau of Circulations.
**Editor & Publisher, plus independent verification.
NOTE: USA TODAY's circulation, not audited by ABC, was 1,109,587 as of April 15, 1983, as certified by the independent auditing firm of Price-Waterhouse.

LARGEST U.S. NEWSPAPER COMPANIES (Ranked by Daily Circulation)

Company	Daily Papers	Daily Circulation*	Sunday Papers	Sunday Circulation*
Gannett Co.**	86	3,707,720	57	3,688,743
Knight-Ridder Newspapers	32	3,670,841	21	4,276,064
Newhouse Newspapers	27	3,156,029	21	3,683,846
Tribune Co.	7	2,899,409	6	3,714,859
Dow Jones	21	2,459,226	9	380,269
Times Mirror	7	2,352,771	4	2,919,855
Scripps-Howard Newspapers	16	1,532,767	7	1,579,861
New York Times Co.	21	1,351,327	10	1,868,232
News America Publ. (Murdoch)	4	1,345,401	2	414,863
Thomson Newspapers	83	1,255,293	36	730,076

*Sources: Average for six months ended September 30, 1982, according to Audit Bureau of Circulations (FAS-FAX) and company records.
**Excludes USA TODAY. See note under Largest U.S. Dailies above.
Compiled by John Morton of Lynch, Jones & Ryan.

NEWSPAPER NEWSPRINT CONSUMPTION BY STATES* (Metric Tons)

	1982	1981	Percent Increase/ Decrease
East North Central States			
Illinois	381,108	402,242	– 5.3
Indiana	128,301	132,090	– 2.9
Michigan	266,180	294,489	– 9.6
Ohio	322,209	354,926	– 9.2
Wisconsin	123,931	132,813	– 6.7
Total	1,221,729	1,316,560	– 7.2
East South Central States			
Alabama	69,206	65,218	+ 6.1
Kentucky	66,047	69,440	– 4.9
Mississippi	31,390	32,238	– 2.6
Tennessee	107,816	107,885	– 0.1
Total	274,459	274,781	– 0.1
Middle Atlantic States			
New Jersey	256,082	253,582	+ 1.0
New York	827,186	831,166	– 0.5
Pennsylvania	395,380	414,365	– 4.6
Total	1,478,648	1,499,113	– 1.4
South Atlantic States			
Delaware and District of Columbia	215,032	222,890	– 3.5
Florida	462,886	481,285	– 3.8
Georgia	125,146	127,090	– 1.5
Maryland	97,122	99,647	– 2.5
North Carolina	119,781	121,684	– 1.6
South Carolina	57,389	57,854	– 0.8
Virginia	108,667	110,199	– 1.4
West Virginia	29,630	31,157	– 4.9
Total	1,215,653	1,251,806	– 2.9
West North Central States			
Iowa	65,558	62,883	+ 4.3
Kansas	37,665	39,134	– 3.8
Minnesota	106,553	113,290	– 5.9
Missouri	156,551	161,176	– 2.9
Nebraska	40,769	44,317	– 8.0
North Dakota	12,520	12,960	– 3.4
South Dakota	9,022	10,254	– 12.0
Total	428,638	444,014	– 3.5

	1982	1981	Percent Increase/ Decrease
Mountain States			
Arizona	110,534	111,957	– 1.3
Colorado	173,629	166,261	+ 4.4
Idaho	15,421	16,288	– 5.3
Montana	13,278	14,316	– 7.3
Nevada	35,090	33,087	+ 6.1
New Mexico	25,007	25,120	– 0.4
Utah	34,351	36,010	– 4.6
Wyoming	6,645	7,382	– 10.0
Total	413,955	410,421	+ 0.9
New England States			
Connecticut	91,461	95,490	– 4.2
Maine	18,224	19,228	– 5.2
Massachusetts	230,544	234,061	– 1.5
New Hampshire	14,080	15,267	– 7.8
Rhode Island	31,726	32,570	– 2.6
Vermont	6,958	6,951	+ 0.1
Total	392,993	403,567	– 2.6
West South Central States			
Arkansas	38,882	40,442	– 3.9
Louisiana	118,004	121,938	– 3.2
Oklahoma	83,479	83,990	– 0.6
Texas	648,435	621,065	+ 4.4
Total	888,800	867,435	+ 2.5
Pacific States			
Alaska	18,209	13,046	+ 39.6
California	1,033,013	1,071,289	– 3.6
Hawaii	28,282	31,272	– 9.6
Oregon	80,395	85,872	– 6.4
Washington	132,684	143,659	– 7.6
Total	1,292,583	1,345,138	– 3.9
TOTAL U.S.	7,607,458	7,812,835	– 2.6

Source: ANPA

*This ANPA compilation reflects 1982 newsprint consumption by 1,749 dailies. The 7,607,458 metric ton total represents 75.2 percent of the estimated total U.S. consumption of 10,115,000 metric tons by all users. Included among the dailies are some foreign language, college and special service dailies.

To convert metric tons to short tons, multiply by 1.1023.

RESEARCH FOR NEWSPAPERS

For more than two decades, the Canadian newsprint producers of the Newsprint Information Committee have financed research projects in behalf of their customers, the newspapers. By defining the newspaper medium's strengths, the research findings have helped sell tens of millions of dollars worth of newspaper advertising, according to the Newspaper Advertising Bureau.

The most recent project, a two-year study that began in 1979, was the tenth under Committee sponsorship in conjunction with the NAB. It dealt with classified advertising.

Highlights of the classified study and the other nine research projects are given in this section. Complete results of all ten studies are available from the NAB.

"Classified Advertising: Its Audience and Its Consequences"*

This study focuses on four basic areas of classified advertising: automotive, employment, real estate and general merchandise. The study also deals with home deliveries versus newsstand and vending machine sales, readership of Sunday classified sections, and classified advertising in other sections of the newspaper, such as sports or business-financial.

Findings show that among U.S adults who read a newspaper on an "average day":

- 24 out of 100 look at employment classifed—a 60% increase over a 1971 figure of 15 out of 100.
- 23 out of 100 look at real estate classified—a 15% increase.
- 20 out of 100 look at automotive—another big jump of 67%.
- 28 out of 100 look at general merchandise classifieds—a 40% increase over 1971.
- 10 out of 100 look at recreational or sports equipment classified, and the same number look at classified ads for household services or other services.

*A 1979-80 survey by Response Analysis Corporation, financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

On an average day also:

- 7% of adults (11 million people) are "actively looking" for a new job.
- 6% (9 million) are "actively looking" for a car.
- 5% (7.5 million) are seeking to rent a house or apartment.
- 5% (7.5 million) are looking for homes to buy.

Reader attitudes toward classified advertising rated high:

"A good place to advertise things you want to sell"	79%
"Makes it easy to find what you want"	76%
"Helpful!"	71%
"A good way to look for a house or apartment"	72%
"A good way to look for a job"	55%
"Helps you save money"	43%

The classified studies led to step-by-step marketing programs designed by NAB to show newspapers how they could sell more classified advertising.

The programs enable newspapers to provide advertisers with facts and figures on "hot," "warm" and "cold" prospects, with advice on how each might be approached. They cite exemplary classified ads that have worked for others.

"How the Public Gets Its News"*

The most comprehensive of its kind ever made, the study is being used as a guideline by hundreds of newspapers conducting localized research to improve readership.

Here are a few of the scores of findings:

1. Most people want more news in the paper rather than less news and more entertainment.

2. To build circulation, newspapers must focus on the occasional and infrequent readers rather than nonreaders.

3. TV newscasts and newspapers are probably not in competition. Newscast viewers and newspaper readers are frequently the same people.

4. Infrequent readers are often poor, young, single, rural, and black.

The study produced fifteen detailed spinoff studies covering such subjects as readership, content, advertising, home delivery and patterns of exposures to the news in the mass media.

The titles are:

- News Sources and Interests of Blacks and Whites
- The Personal Newspaper: Public Ratings of 34 Newspaper Subject Areas
- Young Adults and the Newspaper
- Young Adults and the Newspaper: A Supplemental Analysis
- Influence of Childhood Exposure to Newspapers on Adult Habits
- Seven Days in March: Major News Stories in the Press and on TV
- Two Dimensions of News: Interest and Importance Ratings of the Editorial Content of the American Press
- Readership and Coverage of Science and Technology in Newspapers
- Adult Readership of Weekly Newspapers and Shoppers
- The Home Delivery Population: Characteristics and Readership Patterns
- It's News to Me: Personal Reactions to the News
- The Newspaper Advertising Audience: Public Interest in Advertising and Shopping Behavior
- The Daily Diet of News: Patterns of Exposure to News in the Mass Media.
- Identifying Prospects for the Newspaper: Frequent Readers, Infrequent Readers and Nonreaders
- Technical Appendix: Sampling and Questionnaires

* A 1978 survey by Audits & Surveys, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Shoppers on the Move"*

Based on nearly 18,000 interviews in five leading markets across the country, this study charted shoppers' travel patterns. It was designed to aid retailers in planning media strategy for advertising and promotion. The research determined who the shoppers are, how far they drive, and how much they have to spend.

Shopping is a pleasure: Most women shop once a week for general merchandise items; more often than going to church, to a movie, or out to dinner.

Shoppers love to travel: Nearly nine out of 10 shopping visits in all markets were made by car—even half of downtown shopping is by car. Only 33 percent shop mostly in neighborhoods, while 67 percent either range far and wide or divide their shopping equally between nearby and more distant stores.

High income shoppers travel farther: Among families with $15,000 or more a year, 52 percent of shopping visits are more than five miles from home. For incomes under $10,000, the figure drops to 36 percent.

Under-35s travel farther: Shoppers 18 to 34 years old go five miles or more from home in 49 percent of their shopping visits; in the 35-to-64 age group the figure is 43 percent. These are prime customers.

Shoppers don't plan in advance: 53 percent say they are in the shopping area because of some immediate need, so day-in, day-out advertising coverage is vital.

The market is thin: Even for a very popular item such as personal hosiery, less than 2 percent of all women are in the market on a given day.

Food shopping: This is the most frequent kind of retail shopping. Out of all store visits for all purposes, 41 percent are to supermarkets or food stores. Seven out of ten women make at least one major trip per week, and regular newspaper readers make more major shopping trips than nonreaders do. About half of all women patronize two or more stores over a four-week period. In addition, women do not confine their major food and grocery buying trips to a single shopping area: in the course of four weeks, 24 percent of the shoppers went to two areas for the major food trip, and 8 percent went to three or more.

Movie-going: Overall, 28 percent report attending one or more movies in the last month. Movie-going is most common among the young and the well educated. Nearly two-thirds (64 percent) of all movie-goers attended theaters only outside their own neighborhoods.

Dining out: In the course of a month, 69 percent of the women in this five-city study had at least one evening meal in a restaurant. About half of these dined out three times or more. Over half (55 percent) of those eating out did not patronize restaurants in their own neighborhood, but neighborhood dining is more common in bigger cities than in smaller cities.

How newspaper works: 77 percent of the men and 81 percent of the women said newspapers are "the best kind of store advertising." Three out of four shoppers in the store today read a newspaper yesterday.

* A 1975 survey by Response Analysis Corp., Princeton, N.J., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"Psychographics of the Newspaper Audience"*

Previous research has established that no matter whether one defines the market for a product in terms of age, income, education, etc., the newspaper has the broadest coverage. Now this is demonstrated as well in terms of psychographics, a measurement system widely used by ad agencies and national advertisers.

Intensive interviews were conducted with a national sample of 4,000 men and women. The sample was found to divide into 16 psychographic groups, or target audiences, those in each group having similar personalities, life styles, and personal values.

This gives creative guidance for advertisers—how to advertise various product lines so as to appeal to a given group. The study also shows that through newspapers the advertiser can reach these groups more completely than through specialized media—more beauty-aid buyers than women's magazines, more sports car buyers than sports magazines, etc.

*A 1973 survey by Behavioral Analysis, Inc., and Commercial Analysts, Inc., financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"What Can One Newspaper Ad Do?"*

One of the largest field experiments ever undertaken to measure advertising effects, this study involved over 2,400 interviews in six typical markets. Actual ads of actual products were used as a test base. Chief findings:

1. One national ad in a newspaper has immediate effect on sales of the advertised brand and attitudes toward it.

2. An ad singles out and communicates best to those most likely to be customers.

3. Newspaper advertising is highly efficient in any comparison with television.

More specifically, on the first point: An ad for a particular brand boosts sales for the whole commodity category by 15 percent; increases sales of the advertised brand by 16 percent; increases the brand's share of the market by 10 percent; increases the proportion of those who would pick the brand "next time I buy" by four percent.

*A 1969 survey by Opinion Research Corp. financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"When People Want to Know. . . Where Do They Go to Find Out?"*

Samples of news, editorial and advertising material—some 240 items in all—were culled from the four major media (newspapers, magazines, television and radio). Each item was condensed to a one- ot two-sentence description on a flash card. The medium in which it appeared was not identified. Respondents were asked: "Which medium would you turn to to find out more about this subject?" Newspapers were the favored source for three out of five news and editorial items and three out of five advertising items.

*A 1967 survey by Opinion Research Corporation financed by the newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

"The Retail Customer: How, When and Where She Shops and Spends"*

This major study charted the dynamics of the retail market from interviews with 10,382 women twice in successive weeks in five cities of varying sizes across the country. Data included buying behavior with respect to 145 kinds of commodities.

1. America's huge volume of retail sales is generated from relatively small percentages of women planning, shopping, and spending in any week.

Only seven out of 100 women interviewed in Week I said they planned to buy a dress soon. Only five out of a hundred shopped for a dress. Only three out of a hundred bought. This means retailers must reach 3,330 women to find those who will buy every 100 dresses sold in a week in all stores in town.

The same principle faces all retailers. In major appliances, only six out of 1,000 women bought in a sample week. Therefore, 16,700 women must be reached to sell every 100 major appliances sold in all stores in town in a week.

2. Priority of items on a customer's "plan-to-buy" list changes constantly. Thus, the retail market changes daily.

Top-of-the-mind readiness to buy ("I plan to buy it soon") accounts for only 26 percent of the general merchandise items that are bought during the shopping week. Three out of four of the 28,474 purchased items were not mentioned as "plan-to-buy-soon" items just one week earlier.

3. The effect of increased newspaper advertising was measured store by store and customer by customer in five categories of merchandise.

Stores which increased their newspaper linage at least 10 percent from Week I to Week II developed a 12 percent greater rate of follow-through from plans to store visits than stores with no linage increase.

*A 1966 survey by Opinion Research Corp., supervised by Newspaper Advertising Bureau, financed by the newsprint companies of the Newsprint Information Committee.

Prospects See Twice as Many National Ads as Non-Prospects*

- Newspapers are read systematically. 82% of the pages carrying national advertising of 100 lines or larger are opened and scanned by the average reader.
- The mass exposure opportunity represented by this 82% page opening is remarkably consistent for men and women of all ages, income, education, and geographical location.

- Because of this high page opening, and allowing for varying ad size, there is no real difference between one product category and another in the likelihood that the reader will open the page carrying the ad, stop, and read something on that part of the page where the ad appears.
- Each reader searches through the newspaper for information that is relevant, interesting, and meaningful to him.
- Real prospects for a product, those who buy a product often and find its use pleasant and interesting, are twice as likely as non-prospects to report seeing and looking for ads.

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits and Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

How Editorial Environment Affects Page-Opening, Reading*

Ad Location	Page-Opening		Reading	
Percent of all National advertising which appears in each section	Percent of all readers who open average page		Percent of page openers who read one or more items	
Section	Men	Women	Men	Women
General News 51%	82%	88%	64%	63%
Sports.....18	85	69	60	38
Food, fashion 8	73	88	42	70
Business, finance ...4	77	68	54	42
Radio, TV 3	83	80	68	65
Society 2	81	94	43	68
Amusements.....2	84	90	62	52
All other 13	80	85	52	60

*Source: "A Study of the Opportunity for Exposure to National Newspaper Advertising" by Audits & Surveys, Inc. for the Newspaper Advertising Bureau, financed by Newsprint Information Committee (1964).

"Repetition in Newspapers"*

Results of an intricate field experiment showed that the more an advertising message is repeated, the more slowly it will fade from the consumer's memory once the campaign has ended. Sometimes this sustained effect will continue long after the ads have stopped appearing.

*A 1963 survey designed, analyzed and tabulated by the Harvard Business School, financed by the Canadian newsprint companies making up the Newsprint Information Committee, and supervised by the Newspaper Advertising Bureau.

"The Daily Newspaper and Its Reading Public"*

This survey revealed that 83 percent of the public have talked about stories they saw first in a newspaper; 53 percent within the past three months had saved an item of some sort from a newspaper; and 28 percent had clipped an advertisement, with more than half of them later buying the advertised product.

*A 1961 survey by Audits and Surveys, Inc., financed by the Canadian newsprint companies making up the Newsprint Information Committee and supervised by the Newspaper Advertising Bureau.

HOW U.S. MEDIA SHARED ADVERTISING EXPENDITURES

Source: McCann-Erickson, Inc.
($000,000)

	1982	1981*	1972
Newspapers	$17,694	$16,528	$ 6,938
Magazines.....	3,710	3,533	1,440
Television	14,329	12,650	4,091
Radio.....	4,670	4,230	1,612
Others	26,177	23,489	9,129
TOTAL.....	$66,580	$60,430	$23,210

All production costs included.
*Revised.

U.S. TREASURY DEPT., CUSTOMS SERVICE TARIFF CLASSIFICATION STANDARD NEWSPRINT PAPER

(Ed. Note: Following is the U.S. Customs Service's description of duty-free standard newsprint, published as Treasury Decision 56349 dated Jan. 22, 1965 and incorporating T.D. 68-265 (20) dated Nov. 6, 1968.)

The test for determining whether a paper is classifiable as standard newsprint paper under Item 252.65 is whether at the time of its importation the paper is of that class or kind chiefly used in the United States in the printing of newspapers.

Chief use is determinable by the use in the United States at, or immediately prior to, the date of importation, in accordance with General Interpretive Rule 10(e)(i) of the General Headnotes and Rules of Interpretation of the Tariff Schedules of the United States, which provides:

> 10(e) In the absence of special language or context which otherwise requires—
>
> (i) a tariff classification controlled by use (other than actual use) is to be determined in accordance with the use in the United States at, or immediately prior to, the date of importation, of articles of that class or kind to which the imported articles belong, and the controlling use is the chief use, i.e., the use which exceeds all other uses (if any) combined;

The Bureau is presently of the opinion that most papers which conform substantially to the following descriptive specifications:

> **Weight:** 500 sheets each 24 by 36 inches not less than 28½ pounds nor more than 35 pounds. **Size:** rolls not less than 13 inches wide and 28 inches in diameter. Sheets not less than 20 by 30 inches. **Thickness:** not over .0042 inch. **Sizing:** time of transudation of water shall be not more than 10 seconds by the ground glass method. **Ash Content:** not more than 6.5 percent. **Color and Finish:** white; or tinted shades of pink, peach or green in rolls; not more than 50 percent gloss when tested with the Ingersoll glarimeter

are of that class or kind of papers chiefly used in the printing of newspapers in the United States and are, accordingly, classifiable as standard newsprint paper under item 252.65, Tariff Schedules of the United States, so long as the existing conditions of chief use prevail.

DATA ON U.S. NEWSPAPERS

	1982	1981	1972
U.S. Daily Newspaper Circulation[1]			
433 Morning Newspapers	33,150,291[2]	30,552,316[3]	26,234,121
1,311 Evening Newspapers	29,287,783[2]	30,878,429[3]	35,493,040
Total (1,710 Dailies)[4]	62,438,074[2]	61,430,745[3]	62,353,381
U.S. Sunday Newspapers (768)	56,152,405	55,180,004	50,391,861
U.S. Weekly Newspapers (7,626)[5]	44,295,042	40,970,890	31,997,341
Average Pages Printed[6]			
U.S. Dailies			
A.M. Papers	74[7]	70[7]	]—56[8]
P.M. Papers	60[7]	58[7]	
Sunday Papers	236[7]	210[7]	176[9]
Advertising Revenue			
U.S. Daily and Sunday Newspapers[10]	$17,694,000,000	$16,528,000,000[11]	$6,938,000,000

1. ANPA/Editor & Publisher. 2. Preliminary figures. 3. Revised figures. 4. Includes 34 "all-day" newspapers which are listed in both morning and evening columns but only once in the total. 5. 1983 figures. National Newspaper Association, American Representatives Inc. 6. Newspaper Advertising Bureau. 7. Includes preprints on a lineage basis. 8. Average top 148 markets. 9. Average 92 top markets. 10. McCann-Erickson, Inc. 11. Revised.

PAGES IN A ROLL

Newsprint is now being delivered in both English units and metric units. Using the English system, the number of newspaper pages (one side) in a newsprint roll may be estimated with the following formula:

$$\text{Number of pages} = 432{,}000 \times \frac{A}{(B)\ (C)\ (D)}$$

Where A = Weight of roll in pounds
B = Width of page in inches
C = Length (cutoff) of page in inches
D = Basis weight in pounds (weight of 500 sheets 24 × 36 inches)

If newsprint specifications are in metric units and the page width and length are measured in inches, the following formula is useful:

$$\text{Number of pages} = 1{,}550{,}000 \times \frac{A'}{(B)\ (C)\ (D')}$$

Where A′ = Weight of roll in kilograms
B = Width of page in inches
C = Length (cutoff) of page in inches
D′ = Grammage (weight in grams of one sheet measuring one square meter)

When all measurements are in metric terms, the following formula applies:

$$\text{Number of pages} = 10{,}000{,}000 \times \frac{A'}{(B')\ (C')\ (D')}$$

Where A′ = Weight of roll in kilograms
B′ = Width of page in centimeters
C′ = Length (cutoff) of page in centimeters
D′ = Grammage (weight in grams of one sheet measuring one square meter)

Source: ANPA/RI

SUMMARY OF CONVERSION FACTORS

Inches to centimeters	multiply by	2.54
Pounds to kilograms	divide by	2.2046
Short tons to metric tons	divide by	1.1023
Basis weight to grammage	multiply by	1.627
Centimeters to inches	divide by	2.54
Kilograms to pounds	multiply by	2.2046
Metric tons to short tons	multiply by	1.1023
Grammage to basis weight	divide by	1.627

TYPICAL NEWSPRINT ROLL DIAMETERS, METRIC

Inches	Centimeters	Inches	Centimeters
45	114.3	39	99.1
42	106.7	38	96.5
40	101.6	36	91.4

TYPICAL NEWSPRINT ROLL WIDTHS, METRIC

Inches	Centimeters	Inches	Centimeters
60	152.4	34	86.4
59	149.9	32	81.3
58	147.3	31	78.7
56	142.2	30	76.2
55	139.7	29	73.7
		28	71.1

TYPICAL BASIS WEIGHTS, GRAMMAGE

Basis Weight Lbs./Ream	Grammage g/m²	Basis Weight Lbs./Ream	Grammage g/m²
24	39.05	30	48.82
25	40.68	31	50.45
26	42.31	32	52.08
27	43.94	33	53.70
28	45.57	34	55.33
29	47.19	35	56.96

ASSOCIATION MEETINGS

American Newspaper Publishers Association, April 30-May 2, 1984, Montreal Convention Center, Montreal.

ANPA Operations Management Conference and Exposition, June 9-13, 1984, World Congress Center, Atlanta.

California Newspaper Publishers Association, Feb. 9-12, 1984, Hotel Del Coronado, San Diego.

Canadian Daily Newspaper Publishers Association, Sept. 21-22, 1983, Algonquin Hotel, St. Andrews-by-the-Sea, NB; April 18-19, 1984, Westin Hotel, Toronto.

Inland Daily Press Association, Oct. 16-19, 1983, Drake Hotel, Chicago; Feb. 26-29, 1984, Fairmont Hotel, San Francisco; Oct. 14-17, 1984, Drake Hotel, Chicago.

Institute of Newspaper Controllers and Finance Officers, Oct. 16-19, 1983, Fairmont Hotel, Denver; May 20-23, 1984, Hyatt Regency, Orlando.

International Newspaper Advertising Executives, Jan. 29-Feb. 1, 1984, Hilton and Towers, New Orleans; July 22-25, 1984, Hotel Westin, Cincinnati.

International Newspaper Promotion Association, May 20-23, 1984, Camelback Inn, Phoenix.

National Newspaper Association, Sept. 21-24, 1983, Galt House, Louisville; Sept. 26-29, 1984, MGM Grand, Reno.

Southern Newspaper Publishers Association, Nov. 13-16, 1983, Boca Raton Hotel, Boca Raton, FL; Oct. 14-17, 1984, Boca Raton Hotel, Boca Raton, FL.

Suburban Newspapers of America, June 22-24, 1984, Hotel Del Coronado, San Diego.

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